

INVENTOR: McBride et al
TITLE: MEDICAL TESTING AND METHOD

attorney docket: CARADIOBEAT-1

EXHIBIT 2

2
12
4

GMcBride/cardiobeat.com

From: George McBride
Sent: Sunday, August 15, 1999 22:30
To: Bob Royce (E-mail); Larry Macdonald (E-mail)
Subject: Two Pricings...

Gentleman,

The project plan has been adjusted to include additional resource for the Application development. The project plan should be frozen for plan generation.

A second plan was created that attempts to reduce costs to a plan containing [REDACTED]. The Infrastructure expenses were also adjusted.

[REDACTED]

Larry,

The concentration should be on the [REDACTED] plan.

But, if there is time, the reduced deferred Project Plan "Low Cost [REDACTED]" and a new column in the Infrastructure tab of the spread sheet can be used to generate a plan that comes in around [REDACTED]. This would be a nice back up to the discussion if the question is asked, "Can you do it for less?". I have a meeting out of the office first thing, 0800 and will be in by 0900.

The spreadsheet and 2 project plans are attached.
















Low Cost - 1-3 Months Project ... 1-3 Months Project Plan.mpp (1... First Cut Pro Forma.xls (116 K...

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Task		Rolled Up Task	Project Summary
Split	Rolled Up Split	External Milestone
Progress	————	Rolled Up Milestone	Deadline
Milestone	◆	Rolled Up Progress	
Summary	————▶	External Task	

Project: Cardiacbeat.com Milestones Project Plan Deployer
 Date: Wed 8/14/02














ID	Task Name	9/12	9/19	9/26	October	November	December
28	Install credit card charge facility						
29	Create reporting						
30	Application						
31	Design General Distribution Test Interface						
32	Build User interface for test						
33	Productize Heart Test Code (v1)						
34	Split Code into patient and server applications for initial v						
35	Test algorithms for point placement module						
36	Code Filters						
37	Code User Feedback						
38	Manufacturing						
39	Design first generation sensors						
40	Select manufacturer and start volume tests						
41	Manufacture First Generation Sensors (50 copies)						
42	Sales and Marketing						
43	Create sales and marketing Plan						
44	Submit Patents						
45	FDA Approval						
46	Create plan for publicity / demand creation						
47	Organize test subjects						
48	Introduce concept to selected MD's						
49	Create Instructional Video						
50	Investigate Cardiologist Review of Test Data						
51	Alliances / product starting						
52							

Task		Rolled Up Task		Project Summary	
Split		Rolled Up Split		External Milestones	
Progress		Rolled Up Progress		Deadline	
Milestone		Rolled Up Milestone			
Summary		External Tasks			

[illegible]

Task	Task	Roll Up Task	Project Summary
Split	Roll Up Split	External Milestone	
Progress	Roll Up Milestone	Deadline	
Milestone	Roll Up Progress		
Summary	External Tasks		

ID	Task Name	January												February					March				
		12/19	12/26	1/2	1/9	1/16	1/23	1/30	2/6	2/13	2/20	2/27	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14
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	Milestone		Rolled Up Progress			
	Summary		External Tasks			AS

- 2 Start Up - Hiring, space, general Organization
Work quickly to build work force into a competent force for Internet Deployment
- 4 Accounting System
 - utilize Profit
 - Get chart of accounts
 - set up preliminary A/P
 - Banking relations
 - Payroll service
- 5 Benefits Plan
 - set up health Insurance
 - Stock Options (lawyers)
- 6 Start recruiting
 - Set plan for recruiting technical talent
 - Identify key technical resources that are required
 - Identify recruiting agencies to help locate candidates
 - Set salary guidelines
 - Start interviewing
- 7 Deploy Prototype System (25 Patients) (Start+ 3 Months)
 - Complete an end to end test
 - demonstrate download, test operation, upload
 - utilize the best sensors that can be produced in 2 months
 - Run tests on at least 20 patients
 - Produce plan for getting to production quality by start + 6 months
- 3 Internet Deployment
 - Fast start will employ ATI facilities to perform these tasks.
 - ATI possesses the infrastructure to begin work immediately
- 0 Acquire appropriate hardware and software
 - Utilize the ATI Infrastructure to establish an operating environment
 - Oracle / Application Server
 - Cardiobeat.com web page
 - Messaging Capability
 - Configure a first generation server for performing the test
 - Set up with Oracle and utilize for Testing and Production
 - This machine should be capable of handling at least 100 000 tests per month.
 - Would include OASD to hold 5 million tests.
- 1 Implement First Generation Web Servers
 - For the new box -
 - Install Unix
 - Install Oracle with OAS
 - Install all other development tools
- 2 Create cardiobeat.com Web Page
 - Design and code Cardiobeat.com home web page
 - Company Introduction
 - Application for test patient
 - Job opportunities
- 3 Evaluate and select ISP's
 - Find backup computing resources for supporting high volumes that cannot be handled internally.

- 14 Plan for general deployment volumes
- 15 Planning for volume production and testing to the extent possible.
- 16 Create Heart Test dB
 - This database holds the test data for each client
 - Archiving will be considered in the second phase
 - Design objective for first base should be 1,000,000 tests
 - Collaborate with the application code team for the database design
- 17 Build Heart Test Download
 - Key Task -
 - Define tools for storing and delivering Application Code to Desk Top
 - Version Control
 - Tracking "open" customers
 - Web Pages to guide customer through download
 - "On Client" Application version detection and management
 - Customer profile update
 - Design the Client side Q&A
- 18 Build Client Data Retrieval
 - Code and Client interface to retrieve and deliver archived tests and trend line calculations.
- 19 Code Test Data Comm tools for user and back room
 - Tools for routing tests and other patient information to doctors and hospitals
 - Client side design to collect name and routing information
 - Form to order routing
 - Confirmation of routing
 - Emergency Procedures for out-of-line conditions
- 20 Build doctor's office / clinic test procedure
 - Create logic to take tests, deliver to the doctor for immediate evaluation
 - Characterize differently form individual Customer tests in amount and sophistication of the data.
- 21 Trendline evaluation and Reporting
 - Multiple tests can be scrutinized for trends in cardiovascular performance
 - define trend analysis requirements
 - build test code
 - define initial graphical presentations
- 22 Create Instructional Video Management Facility
 - Video to instruct and demonstrate proper sensor attachment and other procedures to the customer.
- 23 Perform Heart tests employing Downloaded App Code
 - Organize Patients (25)
 - Get test equipment installed on several test PC's
 - download code over the web
 - run the tests
 - Observe / change procedure
- 24 Create Administration dB
 - Start work on the Admin dB with resources that can be freed from the main effort.
- 25 Build (Admin) Patient set-up
 - Procedures for enrolling and tracking each customer
 - Do the design work necessary to develop the data base and code logic to prepare for a push on these apps in the next phase.
- 27 Customer Database Maintenance
 - Transactions to
 - create accounts
 - maintain tests purchased inventory
 - communicate account status to the customer
 - monitor account status internally

- 49 Introduce concept to selected MD's
Part market research and part sales to the doctors -
assess receptivity
educate
develop sales strategy based upon experience
- 50 Create Instructional Video
collaborate with the distribution group on the instructional video
- 51 Investigate Cardiologist Review of Test Data
Compile a coherent testimonial from individuals of stature in the Medical Profession.
- 52 Alliances / product sharing
Identify support facilities like video players
• determine the requirements
• Identify suppliers
• negotiate and close